



**Solution:**  
Networking,  
SD-WAN

**Industry:**  
Hospitality

**Country:**  
Dubai, United  
Arab Emirates

## Finding a niche in a crowded hotel sector

“We’re in the business of running hotels, not data centers. A rock-solid network means we can focus fully on the guest experience.”

– **Will Douglas**, Information Technology Director, Premier Inn MENA



**Premier Inn Middle East operates 11 hotels across the UAE and Qatar, pitched at the value-driven midmarket sector. It has plans to expand across the region and is actively seeking locations in Saudi Arabia. It is part of Premier Inn, the UK’s largest hotel brand, owned by Whitbread.**

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### Objectives

- Streamline hotel operations
- Drive new efficiencies
- Create service and price point of difference in the budget hotel sector

### Requirements

- Standardize hardware and support
- Prioritize critical applications
- Segment network traffic

### Solution

- HPE Aruba Networking EdgeConnect SD-WAN
- HPE Aruba Networking CX Core and Access Switches
- HPE Aruba Networking Wi-Fi 6 Access Points
- HPE Aruba Networking EdgeConnect SD-WAN Orchestrator



### Outcomes

- Reduces network costs and management
- Accelerates move to cloud
- Establishes a single view of network health across 11 locations

### Additional resources

- [Case study](#)